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**Strategic Communications for
Corporate Leaders**

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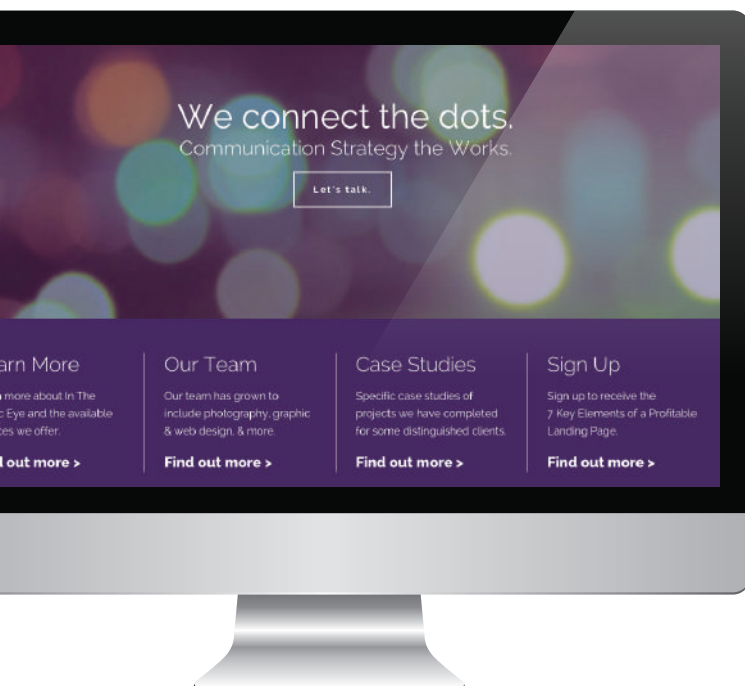
Printing

*Providing strategic communication solutions to
businesses for more than 15 years.*

For more details call 403.862.4374
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The 7 Key Elements of a Profitable Landing Page

According to Paul Tobey, Training Business Pros.



#1 In the top +-1/5th of your landing page have a **Hypnotic Headline**.

#2 Ensure your **Landing page** has an option to include either:

- A. An Opt-In box to receive something of value
- B. An informative video with a call to action OR
- C. A short series of boxes that speak to your visitor and encourage them to take action.

#3 For Your Opt-In box consider a **Big Orange or Red Button** that would say

- I Agree
- Sign Me Up
- I Will Attend or
- YES, Please!



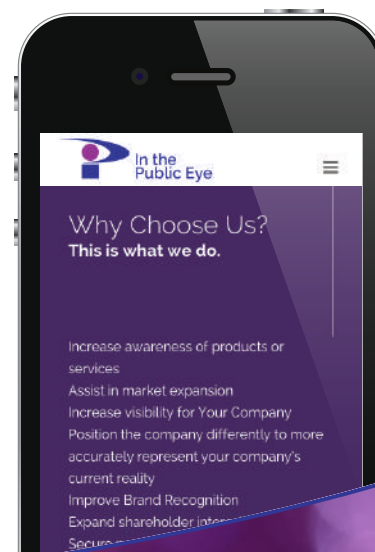
#4 Google loves content so add a piece of commentary that contains approximately **400 Words of Highly Informative Reading**.



#5 **Interactive Social Media** opportunities at the bottom of your page OR on the far right side.

#6 Your internationally recognized and accessible **telephone number** in the top Right Hand corner of the page – above Contact – that is easy to touch activate.

#7 Ensure your website is “**mobile-friendly**” and easy to see, navigate and use on all current iPhone, Smartphone, Android and other internet accessible devices.



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